

# THE RISE OF **PLAYER ARRIVALS:** FASHION, ENGAGEMENT, AND **SPONSORSHIP** REPORT



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At Blinkfire, we analyze over 40 distinct scenes across sports and entertainment to provide actionable insights. One of the most iconic and highly engaging scenes is the Player Arrival — where athletes make their way into stadiums, often **showcasing stylish, trend-setting fashion that resonates with fans and sponsors alike**. What was once just another routine part of a game—a player arriving at the stadium—has evolved into a content series that dominates social media. This shift has led teams to rethink their strategies, creating images that look straight out of a fashion runway and opening up new opportunities for sponsorship opportunities.

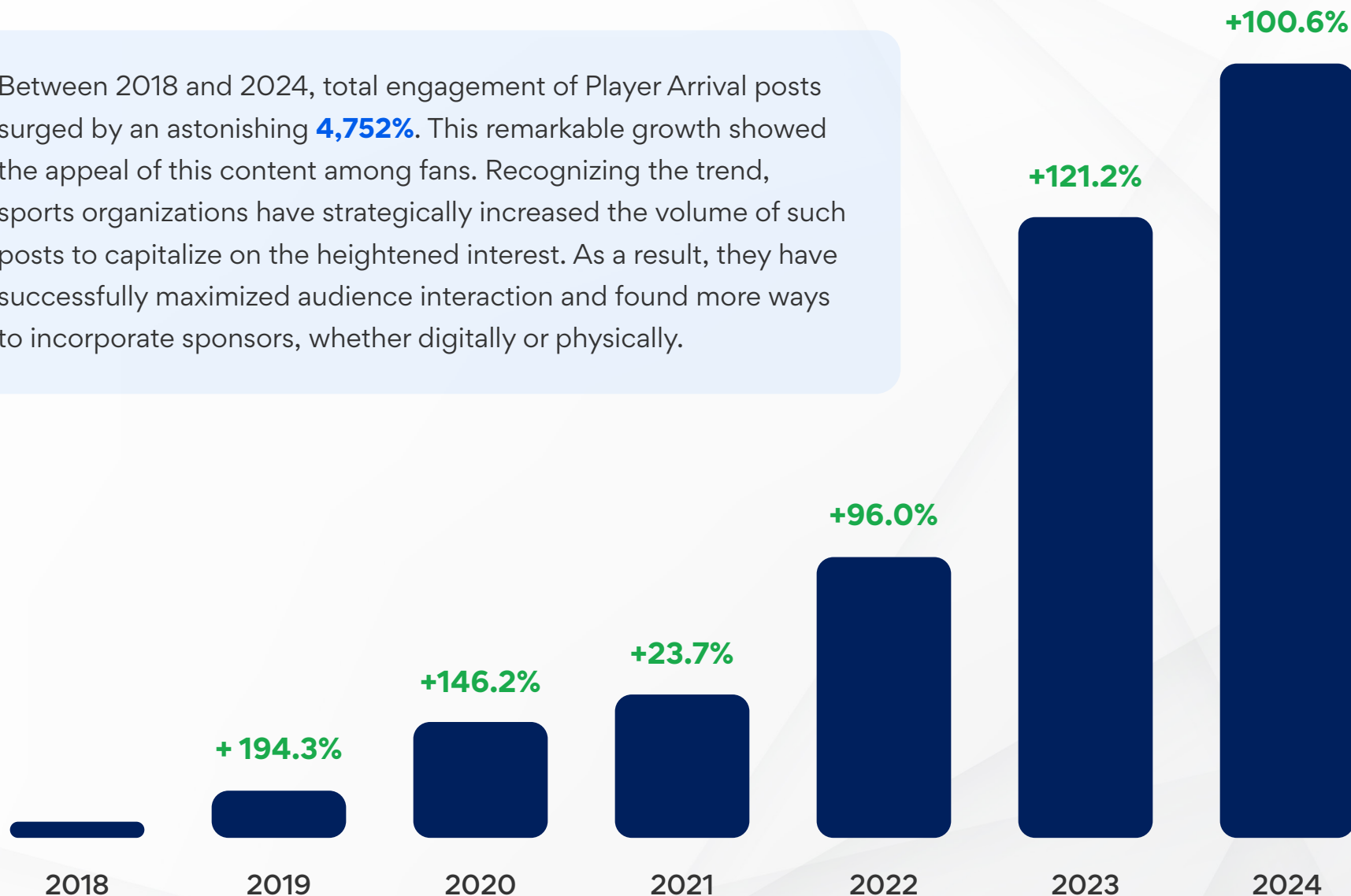


Player Arrival



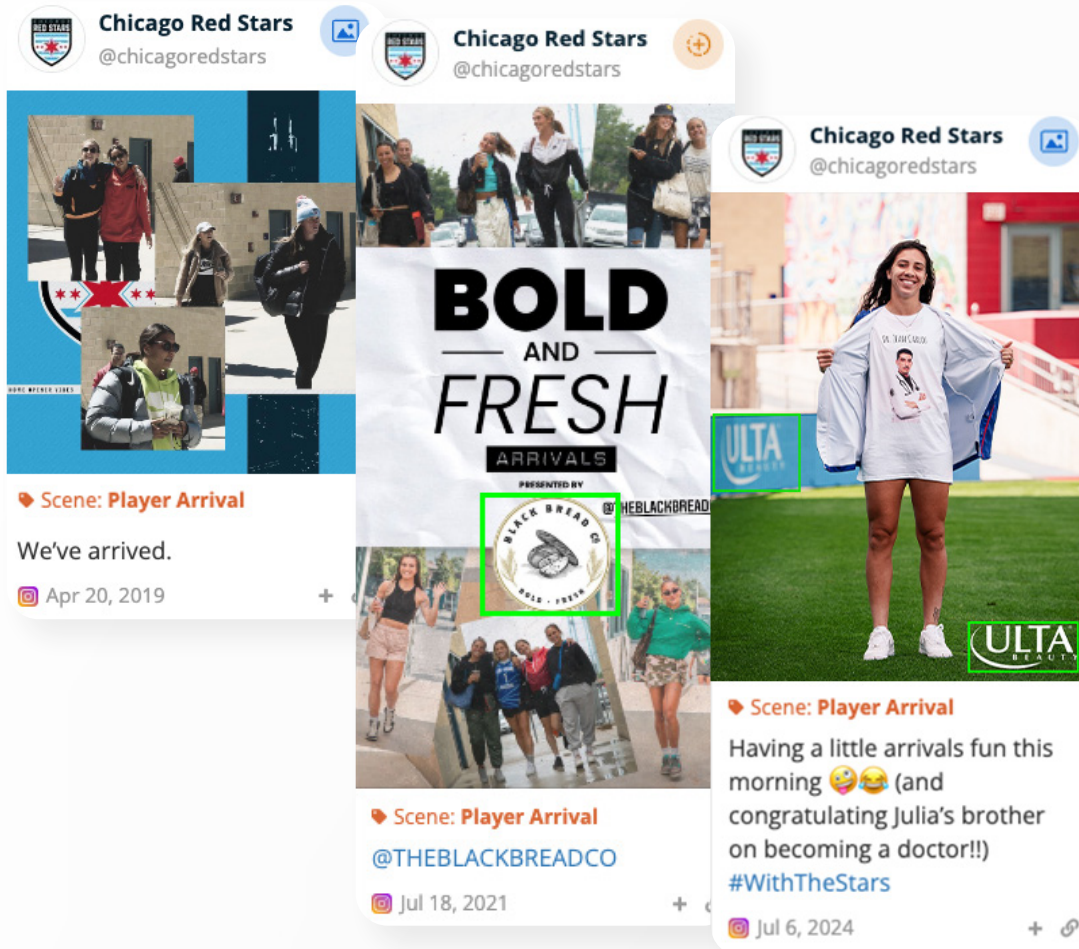
## ENGAGEMENT EVOLUTION

Between 2018 and 2024, total engagement of Player Arrival posts surged by an astonishing **4,752%**. This remarkable growth showed the appeal of this content among fans. Recognizing the trend, sports organizations have strategically increased the volume of such posts to capitalize on the heightened interest. As a result, they have successfully maximized audience interaction and found more ways to incorporate sponsors, whether digitally or physically.





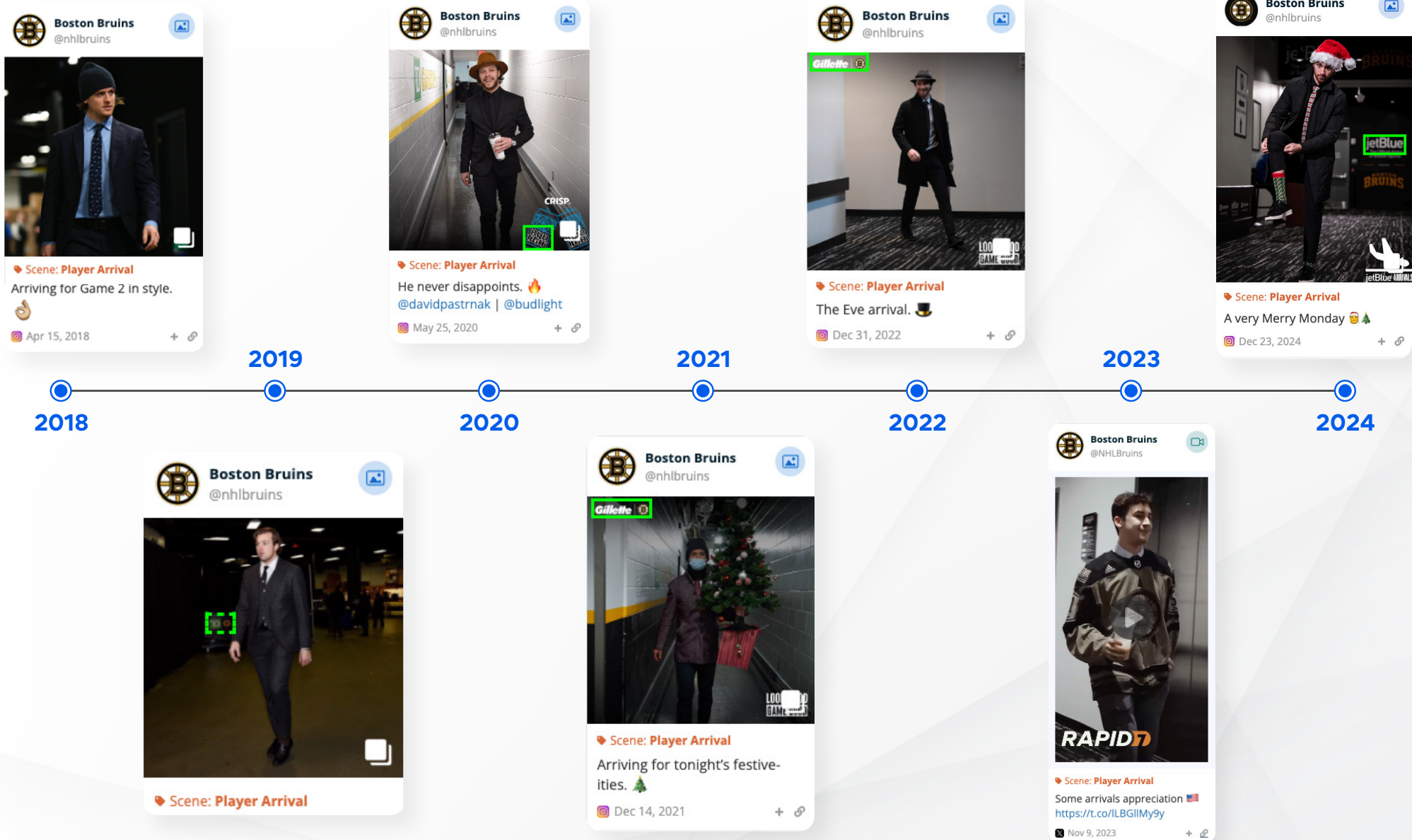
## THEN AND NOW: TEAM POSTS THROUGH THE YEARS



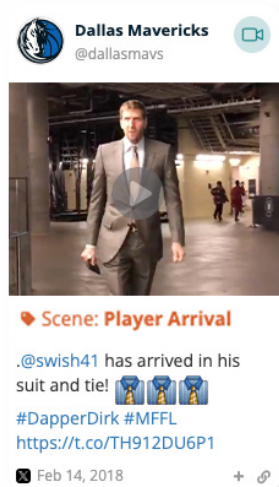
The rise in engagement has been accompanied by a transformation in the style of Player Arrival posts. As this content grew in popularity, sports organizations turned these moments into compelling collaboration opportunities for brands.

Moreover, the increasing fascination with player arrivals has even inspired the launch of media accounts dedicated exclusively to showcasing an athlete's entrance like LeagueFits, NFL Style, Footballer Fits, and Blitzfits.

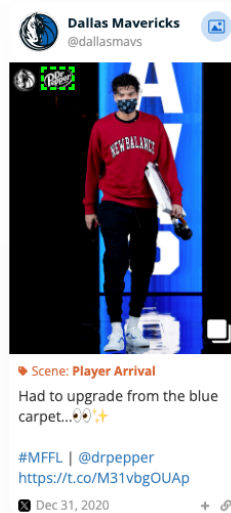
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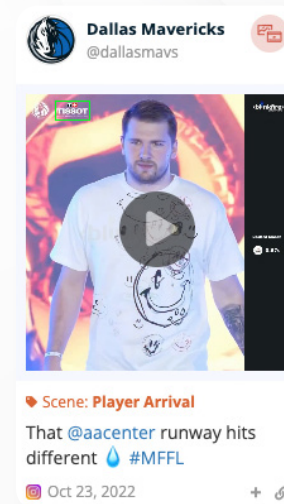
## THEN AND NOW: TEAM POSTS THROUGH THE YEARS



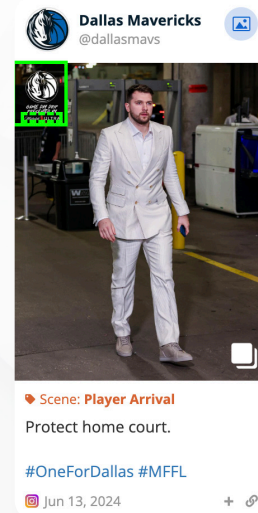
2019



2021

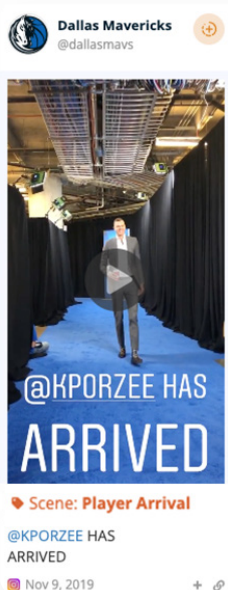


2023



2024

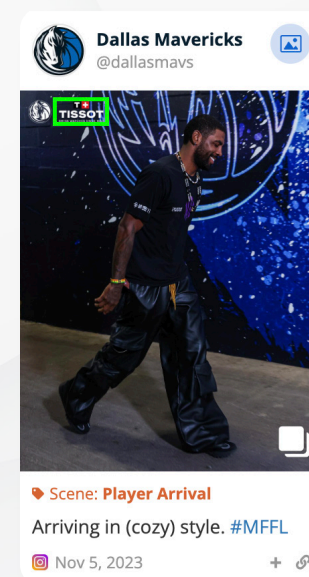
2018



2020

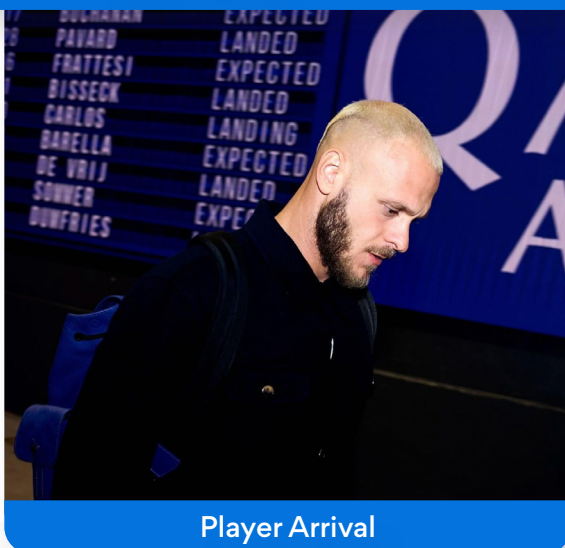


2022





## BRANDED VS UNBRANDED

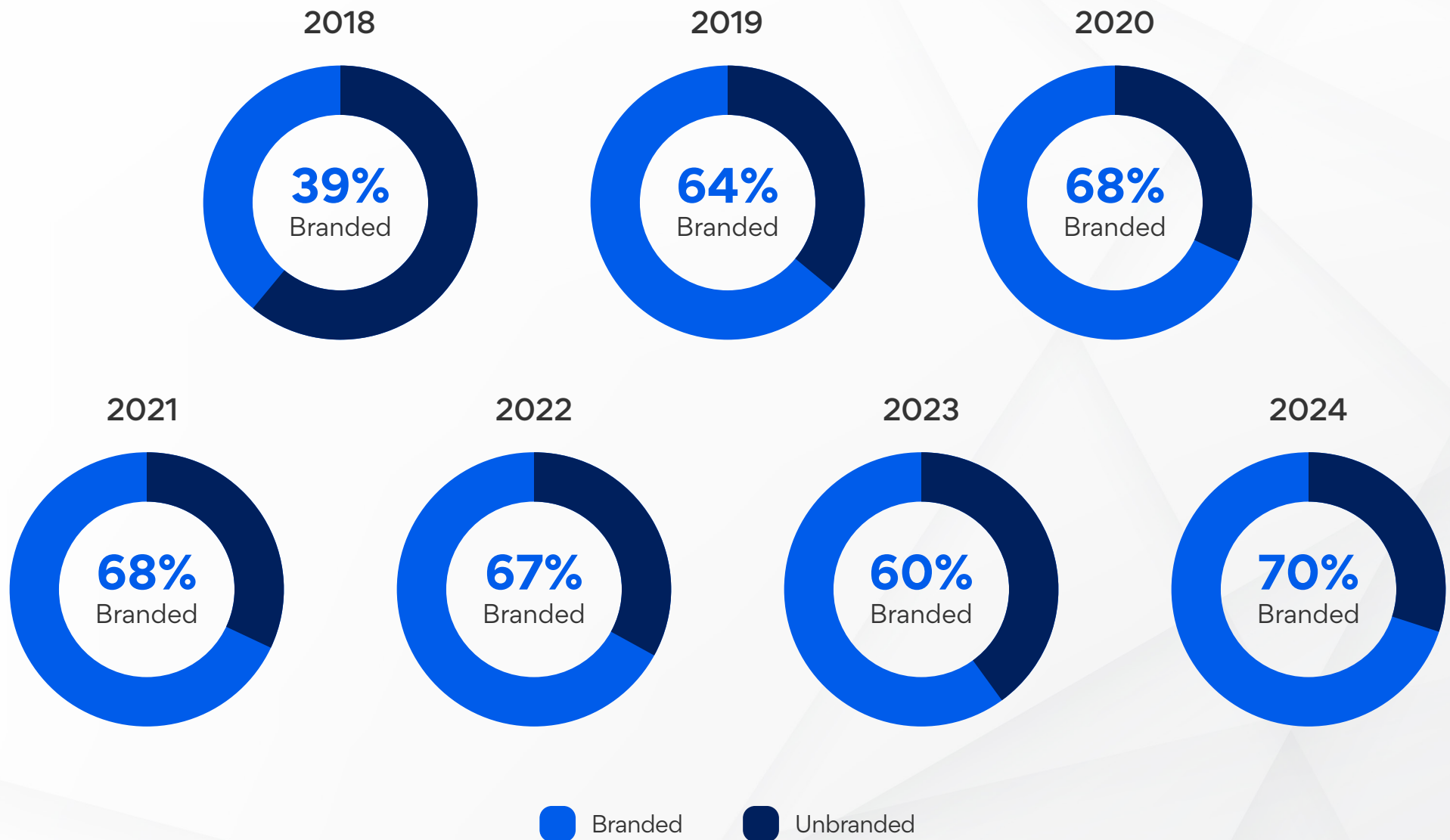


The rise in popularity of player arrival posts has prompted many teams to integrate partner branding into this high-visibility content. **Since 2018, branded player arrival posts grew significantly, accounting for 70% of such posts in 2024.** Did you know that approaches to incorporating sponsors vary by region?

In Europe and South America, players often arrive at stadiums in team tracksuits, subtly featuring the club's technical sponsor. Meanwhile, in North America, athletes make their entrances through corridors or tunnels with prominent sponsor logos, often creating a setting reminiscent of a runway.

This trend is gaining traction in Europe, with clubs like Inter Milan exploring innovative ways to utilize this visual space for sponsors. The Italian team's players enter the stadium in front of a Qatar Airways backdrop styled as an airport information screen. This creative concept displays each player's name as if they were a flight, complete with arrival status, offering a unique and sponsor-aligned experience.

## BRANDED VS UNBRANDED | YoY EVOLUTION



Every sports organization showcases its distinct personality on social media, which is especially evident in the “Player Arrival” content series. At the same time, teams and leagues often look to one another for inspiration, using benchmarking to identify successful strategies and adapt trending approaches. Let’s look into the various ways organizations craft and share “Player Arrival” content.

San Diego Wave FC



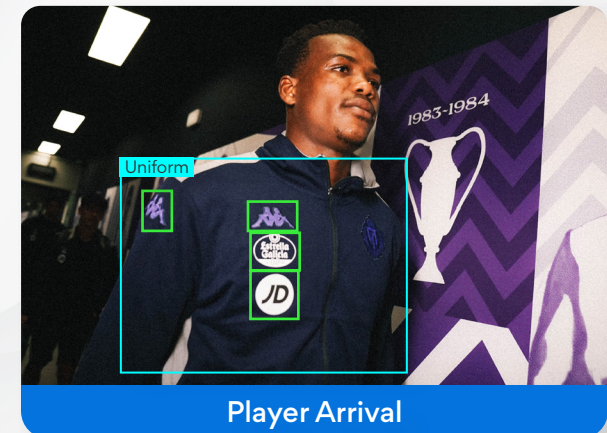
Crystal Palace FC Women



Memphis Grizzlies



Real Valladolid





## MORE THAN JUST BRANDED CONTENT: A CUSTOMIZED ASSET

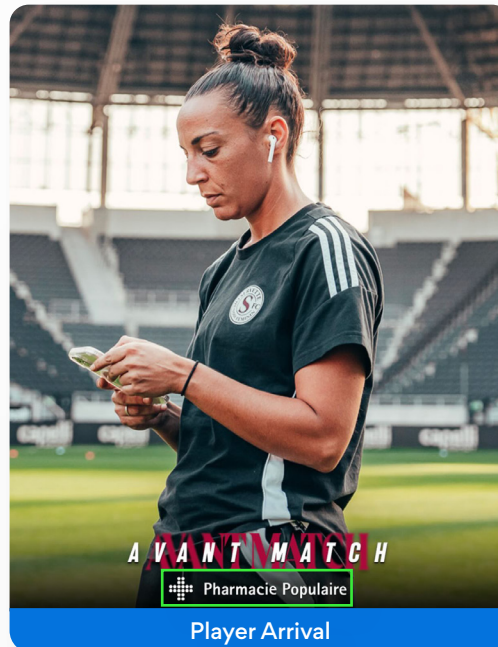
Los Angeles Rams



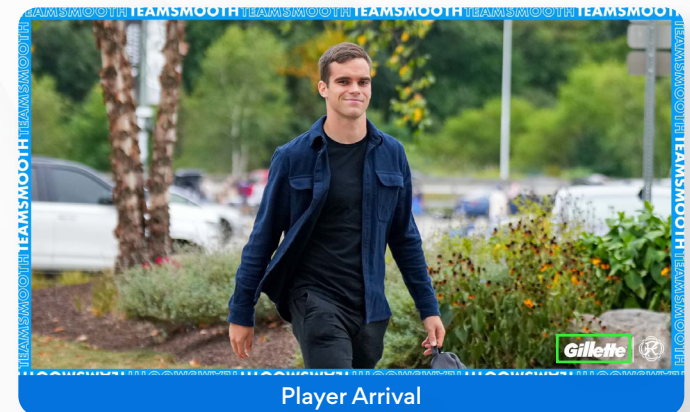
Burnley FC



Servette FC Chênois Féminin



New England Revolution



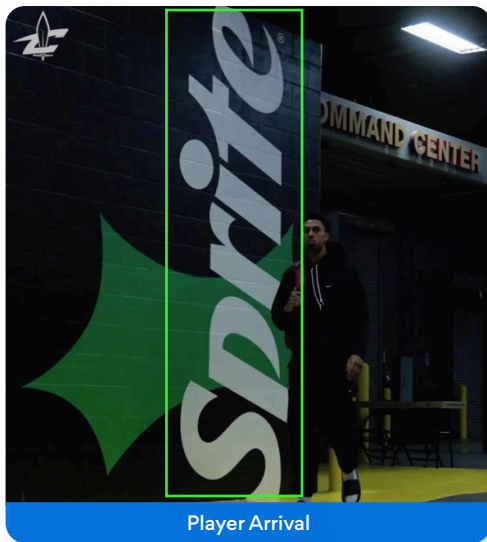
Houston Dash



## STADIUM SPACES: HIGHLIGHTING PASSIVE BRAND EXPOSURE



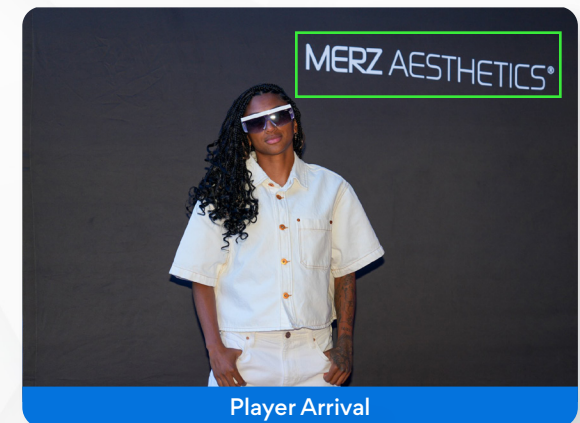
Cleveland Charge



Utah Royals



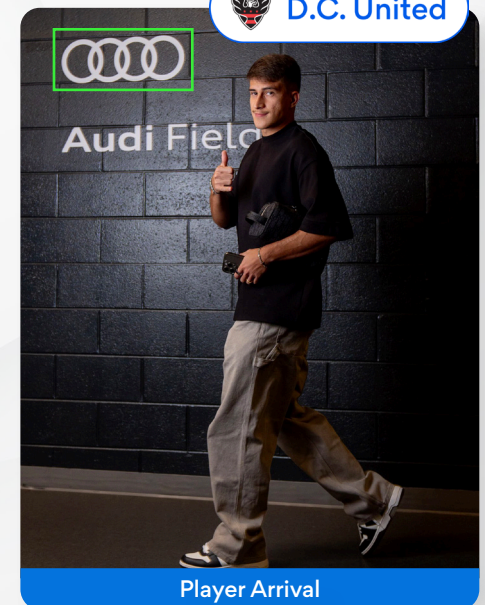
NC Courage



Seattle Sounders FC



D.C. United





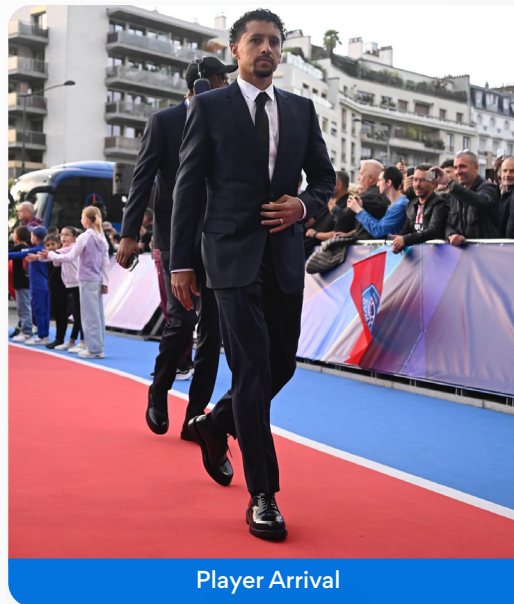
## STYLED BY TOP FASHION BRANDS

Juventus FC x Loro Piana



Mercedes-AMG PETRONAS F1 x Tommy Hilfiger

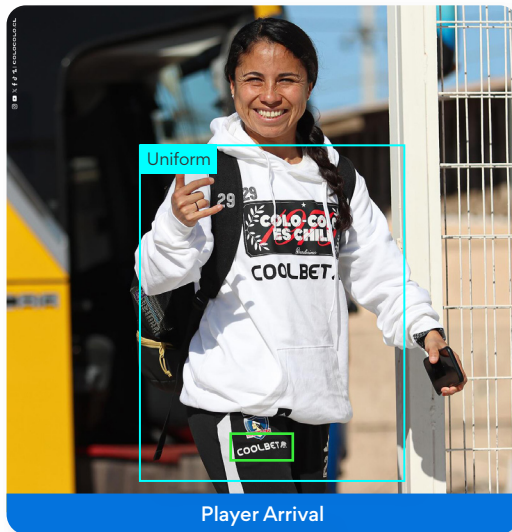
PSG x Dior





## SHOWCASING TEAM KITS AND MERCHANDISE

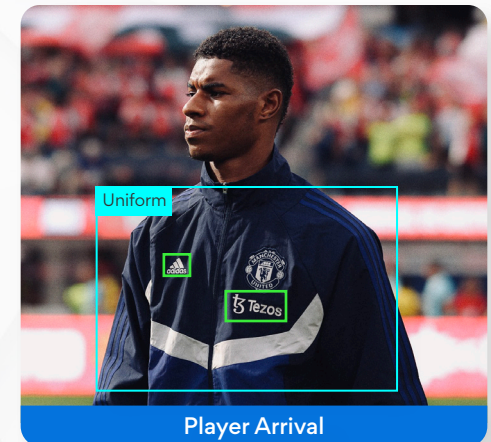
 Colo-Colo Feminino



 Angel City FC



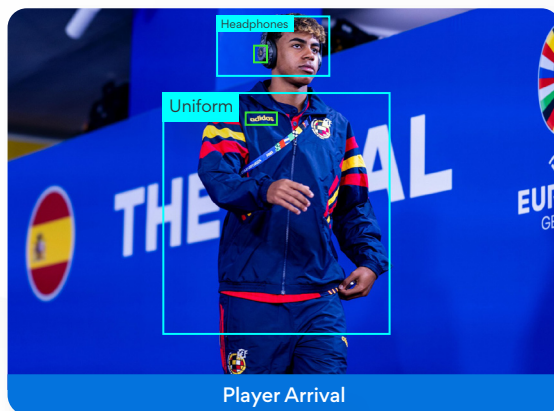
 Manchester United



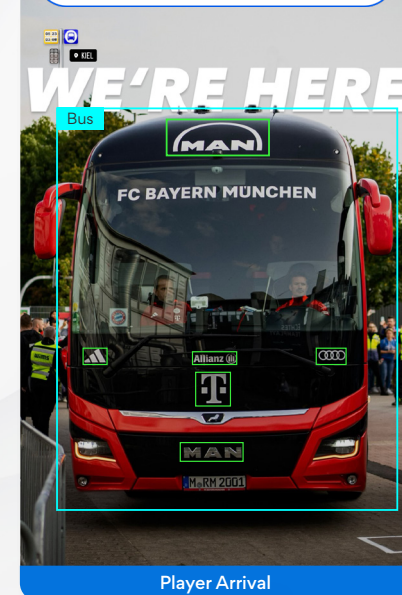
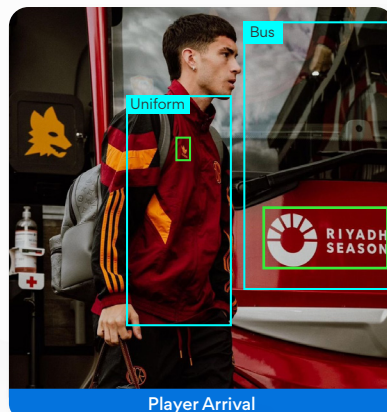
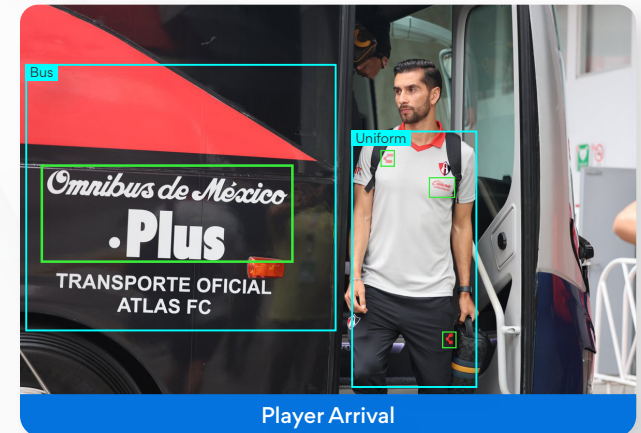
 Scuderia Ferrari HP



 Selección Española de Fútbol



## THE TEAM BUS: A MOBILE ASSET





## WINNING ON THE FIELD, SHINING OFF OF IT

Gabby Williams



Jules Koundé



Lewis Hamilton



Olivia Nelson-Ododa





Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world’s top teams and leagues rely on Blinkfire Analytics’ real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at [marketing@blinkfire.com](mailto:marketing@blinkfire.com) or visit [www.blinkfire.com](http://www.blinkfire.com).

